

FAQ



Blue365
Because health is a big deal™

Blue365: adding even more value to your Excellus BlueCross BlueShield membership.

Blue365 is an online destination for Excellus BlueCross BlueShield members, featuring healthy deals and discounts that make it easier and more affordable to make healthy choices.

Below are answers to the most frequently asked questions about Blue365.

What is Blue365®?

Blue365® offers access to deals and discounts on products and services available for purchase directly from vendors to keep you healthy and happy every day of the year.

Is Blue365 another type of health insurance coverage?

No. Blue365 complements your healthcare coverage by helping you maintain a healthy lifestyle, while spending less at Blue365 vendors nationwide. The deals do not overlap with covered benefits under Excellus BlueCross BlueShield, applicable federal healthcare programs or Medicare.

Can anyone participate in Blue365?

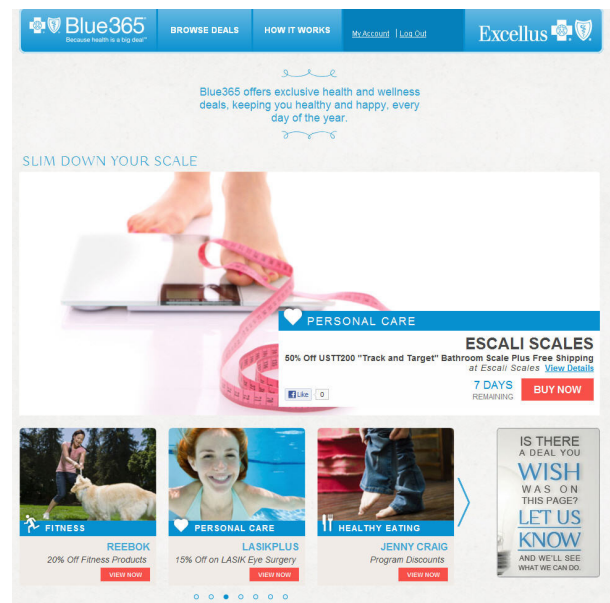
Blue365 is part of every member's plan with Excellus BlueCross BlueShield at no additional cost. Our goal is to add value for all our members by continuing to improve Blue365.

What deals are available through Blue365?

Blue365® provides members with access to a wide range of savings including weekly *Featured Deals* and long-term *Ongoing Deals* on healthy products, along with discounts on health and fitness clubs, weight-loss programs, healthy travel experiences and so much more.

Ongoing Deals offer access to discounts on healthy products and services from Blue365 vendors that you can purchase throughout the year, whenever you like.

Featured Deals change frequently and are only good for a limited time. Members can sign up to receive weekly email alerts to ensure they never miss out on savings.



How can I join the Blue365's email list?

All you have to do is visit ExcellusBCBS.com/Blue365 to connect with the Blue365 registration page. Once you've registered, you'll begin receiving weekly email alerts about Featured Deals on health and wellness products and services.

Does joining Blue365 cost money?

Not at all. Blue365 is free to Excellus BlueCross BlueShield members. Members pay vendors directly for any services they select. Services are offered at significant discounts because Blue365 is backed by the buying power of the 39 independent Blue Cross and/or Blue Shield Plans and their 100 million members. This buying power enables us to negotiate significant discounts and pass the savings on to our members.

What kind of deals and discounts does Blue365 include?

Blue365 includes offers from selected companies based on feedback from Blue365 members and independent researchers in four main categories:

Fitness: Save on membership, monthly fees and other services at Healthways™, Snap Fitness™, Polar®, and Reebok®.

Healthy Eating: Save on programs, products and consultations at Jenny Craig®, Dole®, and Nutrisystem®.

Living: Save on services from Quicken Loans®.

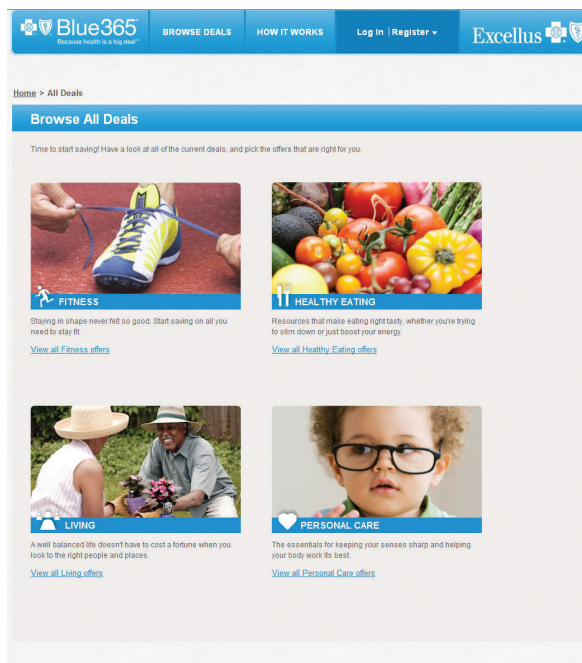
Personal Care: Save on products and services from: Beltone®, True Hearing®, Davis Vision®, QualSight LASIK® and LasikPlus®.

Can Blue365 members recommend healthy products and services for future Blue365 Deals?

Yes – and we welcome it! Members can suggest their favorite brands for future Blue365 Deals, and the Blue365 team will see what they can do to make it happen.

What if I have more questions?

Get in touch! You can view more frequently asked question online at ExcellusBCBS.com/Blue365, email Blue365 at support@Blue365deals.com or call (855) 511-BLUE. We'll gladly answer any further questions you might have – and until then, here's to your health.



The content, tools and discounted offers available through Blue365 are subject to change. Please visit ExcellusBCBS.com/Blue365 for the most current program details.

Blue365® offers access to savings on items that Members may purchase directly from independent vendors, which are different from items that are covered under your policies with your local Blue company, its contracts with Medicare, or any other applicable federal healthcare program. To find out what is covered under your policies, call your local Blue company. The products and services described herein are neither offered nor guaranteed under your local Blue company's contract with the Medicare program. In addition, they are not subject to the Medicare appeals process. Any disputes regarding these products and services may be subject to your local Blue company's grievance process. Blue Cross and Blue Shield Association (BCBSA) and local Blue companies may receive payments from Blue365 vendors. Neither any local Blue company nor BCBSA recommends, endorses, warrants or guarantees any specific Blue365 vendor or item.